

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CAB-02 CIAE-00 COME-00
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R 231725Z MAY 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 6416

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E. O. 11652: N/A
TAGS: EAIR, UK
SUBJECT: CIVAIR: PAN AM ADVERTISING OF LONDON-
LOS ANGELES SERVICES

REF: LONDON 7988

1. ON MARCH 29, 1978, IAN BROWN OF U.K. DEPT. OF TRADE
WROTE PANAM'S LONDON REP (CORNING) REJECTING THAT PORTION
OF PANAM'S PROPOSED SUMMER SCHEDULE LISTING SERVICE BE-
TWEEN LOS ANGELES AND LONDON AND NOTING THAT THE U.K. HAD
COMPLAINED LAST NOVEMBER TO THE U.S.GOVERNMENT ABOUT PAN
AM'S ADVERTISING SERVICES FOR WHICH IT NEITHER HAD BEEN
DESIGNATED NOR HELD A U.K. OPERATING PERMIT. UNTIL SUCH
TIME, HE SAID, "SERVICES MUST BE HELD OUT AND ADVERTISED
IN STRICT CONFORMITY WITH THE CURRENT PERMIT."

2. RECEIVING NO REPLY AND SEEING THAT ADVERTISING
IN THE ABC AND OAG GUIDES CONTINUED, BROWN FOLLOWED
UP WITH AN APRIL 28 TELEX ASKING "FOR AN ASSURANCE
WITHIN 14 DAYS THAT PANAM'S ADVERTISING HAS BEEN
AMENDED AND WILL IN THE FUTURE BE IN STRICT CON-
FORMITY WITH THE TERMS OF THE RELEVANT AIRLINE
OPERATING PERMIT."

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3. CORNING'S REPLY, DATED MAY 10, NOTED CAB'S
TENTATIVE DECISION TO DESIGNATE PANAM ON LOS
ANGELES-LONDON AND SUGGESTED THAT "WITHHOLDING
OF INFORMATION CONCERNING OUR SCHEDULES WOULD BE
A DISSERVICE TO THE PUBLIC AS WELL AS AGAINST
OUR OWN INTERESTS." IT "RESPECTFULLY REQUEST(ED)"

THAT IN VIEW OF THE "GOVERNMENT REGULATORY LAG"
BEFORE THE CAB DECISION COULD BE TRANSLATED INTO
DESIGNATION AND AMENDED PERMIT, THE U.K. ALLOW
PANAM'S SCHEDULE PUBLICATION TO GO FORWARD
"WITHOUT DISRUPTION".

4. LATEST MOVE IS NEW BROWN LETTER, DATED MAY 16.
THE SIGNIFICANT PARAGRAPH READS AS FOLLOWS:
"AS WE HAVE POINTED OUT ON NUMEROUS OCCASIONS
BRITISH AIRLINES ARE DISADVANTAGED BECAUSE OF WHAT
YOU HAVE TERMED AS REGULATORY LAGS IN THE ISSUE
OF NECESSARY CERTIFICATES AND PERMITS. IN ANY
CASE, I MUST TELL YOU THAT THE FACT IS THAT TO
CONTINUE TO HOLD OUT AND SHOW IN TIME-TABLES AND
ADVERTISEMENTS SERVICES OTHER THAN IN STRICT
CONFORMITY WITH THE TERMS OF YOUR OPERATING PERMIT
IS A CONTRAVENTION OF THE TERMS OF THAT PERMIT.
I THEREFORE WOULD LIKE YOUR IMMEDIATE ASSURANCE
THAT SUCH ADVERTISEMENT WILL CEASE UNTIL SUCH TIME
AS YOUR PERMIT IS DULY AMENDED BY THIS DEPARTMENT."

5. PANAM IS CURRENTLY CONSIDERING HOW TO RESPOND.
ONE PROPOSAL IS TO SIMPLY NOTE U.S. DESIGNATION OF
MAY 18, AS IF THAT SOLVES PROBLEM. DECISION MAY BE
DELAYED A DAY OR TWO SINCE CORNING HAS BEEN AWAY
AND RETURNS ONLY MAY 23.
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6. COMMENT: ACTION BY PANAM THAT IS SEEN AS
ATTEMPTING TO AVOID COMPLYING WITH THE TERMS OF
ITS U.K. PERMIT COULD ONLY MAKE MORE DIFFICULT
U.K. ACCEPTANCE OF DUAL DESIGNATION FROM BOTH
BOSTON AND LOS ANGELES. INCIDENTALLY, MAY 23
FINANCIAL TIMES SUGGESTED THAT BRITISH AIRWAYS
MIGHT LOSE 5 MILLION POUNDS ANNUALLY IN REVENUES
FROM SECOND U.S. DESIGNATION ON BOSTON-LONDON
ROUTE SEGMENT.

STREATOR

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Message Attributes

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